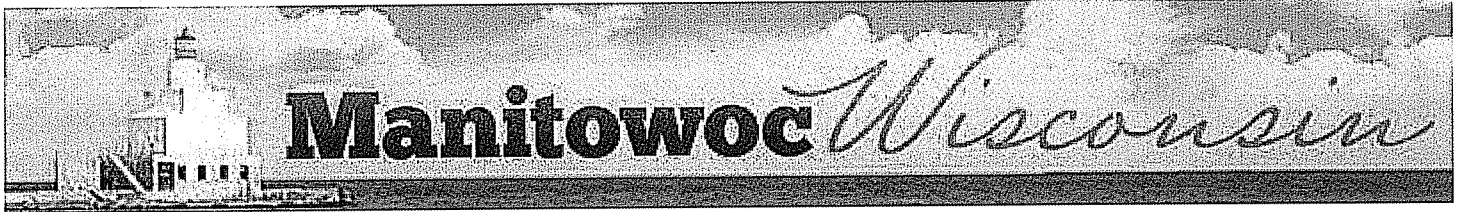


Capital Project Request Form



Request Type:

Department: Date:

Title of Request:

Department Priority

Linked to another project?
 Yes
 No

Project Request is: New Replacement Modification
Estimated Useful Life:

This is a limited field, please attach documents for more detail.

Description:

Basis of Cost: Quote Bid Estimate
Total Cost

Revenue (if any) Net Cost

Will there be additional costs in future years to complete this project?

select one: Yes No
If yes, amount?

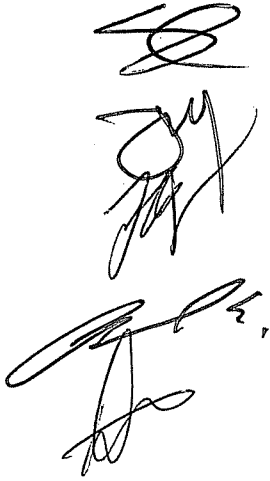
Finance: Account

Send to Department Date:

Approve up to Cost Minus

3 Friends Group Sponsorships for

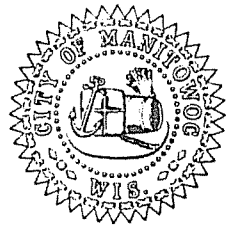
a cost not to exceed ^{ID} 26,000

| A+E | NAJ |
|--|-----|
|  | NWR |



CITY OF MANITOWOC

WISCONSIN, USA
www.manitowoc.org



INTEROFFICE MEMORANDUM

TO: CAPITOL ALLOCATION WORKING GROUP (CAWG)
FROM: HEATHER L. SOHLDEN, ASSISTANT TO MAYOR *HS*
SUBJECT: CITY OF MANITOWOC WEBSITE REDESIGN PROPOSAL
DATE: JANUARY 21, 2016
CC: JUSTIN M. NICKELS, MAYOR

I have recently discovered that the City of Manitowoc's current website is over six years old and most websites are redesigned every 36 to 48 months to keep up with the ever evolving technology and user needs. I believe our website should be the first place citizens go to access our information and services along with being the easiest way for citizens to interact with personnel.

This redesign would include upgrading to the new Aurora platform, have current content reviewed and redesigned, creation of an optimal viewing experience by the user in a new and fully responsive design, addition of CivicSend and CivicMobile to expand our consumer engagement. Overall enhancing customer service experience; internal and external.

Upgrading to Aurora will assist in making administration of the website easy, efficient and mobile. The UX and UI have been improved making the user experience more enjoyable and easier to use along with the user interface providing more easy, self-explanatory and consistent operations. Implementing this redesign will allow constituents and personnel alike to be more productive because they can conduct their business more conveniently.

Included in the proposal is the CivicMobile application which will be beneficial as most constituents own some sort of mobile device and they are used everywhere and by everyone. By focusing on going mobile we will allow our constituents access to content any way they want and increase engagement. Plus CivicMobile automatically syncs with our website and can be customized the way the City would like it to look.

Lastly, included in the redesign are additional costs for three department sites (Rahr-West Art Museum, Aquatic Center, Lincoln Park Zoo) that currently have different themes implemented into them that would be lost in the upgrade. These individual themes would be lost as they are currently attached (via the wireframe) to the City site which is no longer supported in the new platform (Aurora).



*** EXAMPLE SITES ***

- I. Responsive Websites on Version 5/Aurora
 - a. Snohomish, WA
 - b. Southampton, NY
 - c. Anoka County, MN
 - d. Wright County, MN
 - e. Mt Lebanon Library, PA
 - f. Bexar County, TX
 - g. Cedar Hill, TX
 - h. Bayfield County, WI
 - i. Sioux Center, IA
 - j. Erie, CO
 - k. Rogers, AR
 - l. Blue Springs, MO

- II. CivicSend (sites that are utilizing this feature)
 - a. Hoover, AL
<http://www.hooveral.org/list.aspx> (click "view previous messages")
 - b. Wildwood, MO
<http://www.cityofwildwood.com/list.aspx> (click "view previous messages")
 - c. Deerfield Beach, FL
<http://www.deerfield-beach.com/list.aspx> (click "view previous messages")
 - d. Anoka County, MN
<https://www.anokacounty.us/list.aspx> (click on "View previous messages")



Refresh Your Website

After a few years, even the most dynamic and eye-catching design benefits from a facelift. You've got options with CivicPlus – if you've got funds budgeted for a website refresh, redesigning with us is an incredibly cost-effective option. Since you're already using the CivicPlus system, you can cut out the costs for training and programming. There are content development options, too – whether you choose to migrate your existing content on your or have our developers work on it for you, our levels are designed to fit your budget.

PREMIUM UPGRADE- Content Cleanup

If you're looking for the full package, the Premium Upgrade will fit your needs.

The Premium level upgrade includes all the benefits of the Advanced level and puts our content editors to work reviewing and editing your content. Our expert content editors will review your site standards and ensure consistency through your new website. During the process of review our experts will reformat and break up those long pages to ensure the best usability to your visitors.

Additionally, our design team will create an optimal viewing experience with a new fully responsive design. With this, your website will optimize its layout based on the viewing device. Take the mobile experience one step future, we will create a custom mobile app for your organization to reflect your new design and provide features such as push notifications and quick touch access to the tools available throughout your site. Coupling responsive design with a mobile solution allows you to kick off your mobile strategy and provide the best experience to your citizens.

As you wrap up the development phase of your new website, we will schedule six hours of unique web training for your team to ensure you are setup for success with all the flexibility that this new site has to offer.

After everything is said and done, you will be able to promote your new mobile friendly site using the robust communication solution of CivicSend. This solution allows you connect to your current notify me list and social media accounts all in one visually rich mass communication solution.

Includes:

- New Responsive design presented on Aurora
 - Redevelop navigation method (may choose top drop-down or other options)
 - Content
 - Includes migrating of all existing content and retouching of published pages to ensure proper formatting, menu structure and application of new site styles
 - Ensuring modules are related to feature columns
 - Contact information will be updated for consistency based on site standards and moved to info advanced areas if pages previously utilized right contact formatting
 - Pages content will be edited and moved for usability and consistency
 - Pages will be moved to coordinate with new menu structure and we will assist with building out place holder pages
- Note: Content will be reformatted and broken up (shortened or re-sectioned) for usability and consistency. No new content will be developed during this process.**
- Spelling and broken links will be checked and updated by our team where possible. Additionally, a report will be provided to client
 - (3) Four hour days of refresher group phone training for (2) people
 - CivicSend – Visually Rich Communication Solution
 - Custom Mobile App

Reduced One Time - \$26,011

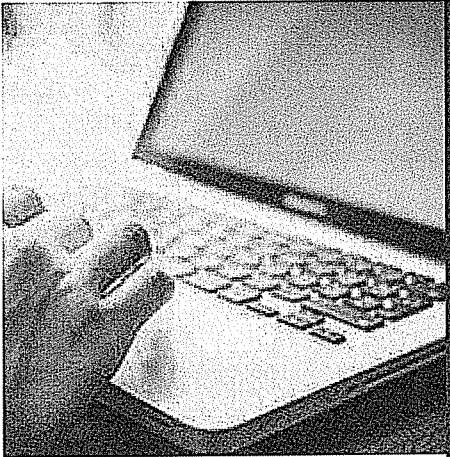
**Reduced Annual Fee – CivicSend - \$995
Annual Fee - Custom Mobile App. - \$1,950**

Add On

- **Up-grade to Subsite** – regular fee \$8k (includes annual fee for year #1 – annual fee for year #2 is \$1,575) – If 3 or more are purchased with redesign – reduced to \$7,200 p/subsite
- **Redesign Department Header Package to include Theme:** regular fee is \$5,350k. (If 3 or more are purchased with redesign of municipal site – cost reduced to \$4,815 p/redesign DHP with theme
- **Redesign Department Header Package** - regular fee is \$2,850. (if 3 or more are purchased with redesign of municipal website – cost is reduced to \$2,565 p/ redesigned DHP
- **Additional banners** – regular fee is \$1,500 (If 3 or more are purchased with redesign – reduced to \$1,350 p/banner)

**One-Time
TBD**

**Monthly
TBD**



Sending Made Simple

Save Time. Improve Efficiency. Increase Engagement.

BENEFITS

Easily create customized messages

Robust, yet simple to use

Seamless integration with GCMS*

Meet CivicSend, a visually rich e-communication platform designed with governments and citizens in mind. It's new from CivicPlus.

Communicating with your citizens just got easier.

With CivicSend, you can create professional-looking messages in minutes. Simply select your communication channels (email, text, social media), then choose a template, customize, and send. It really is that easy, that efficient.

CivicSend at a glance:

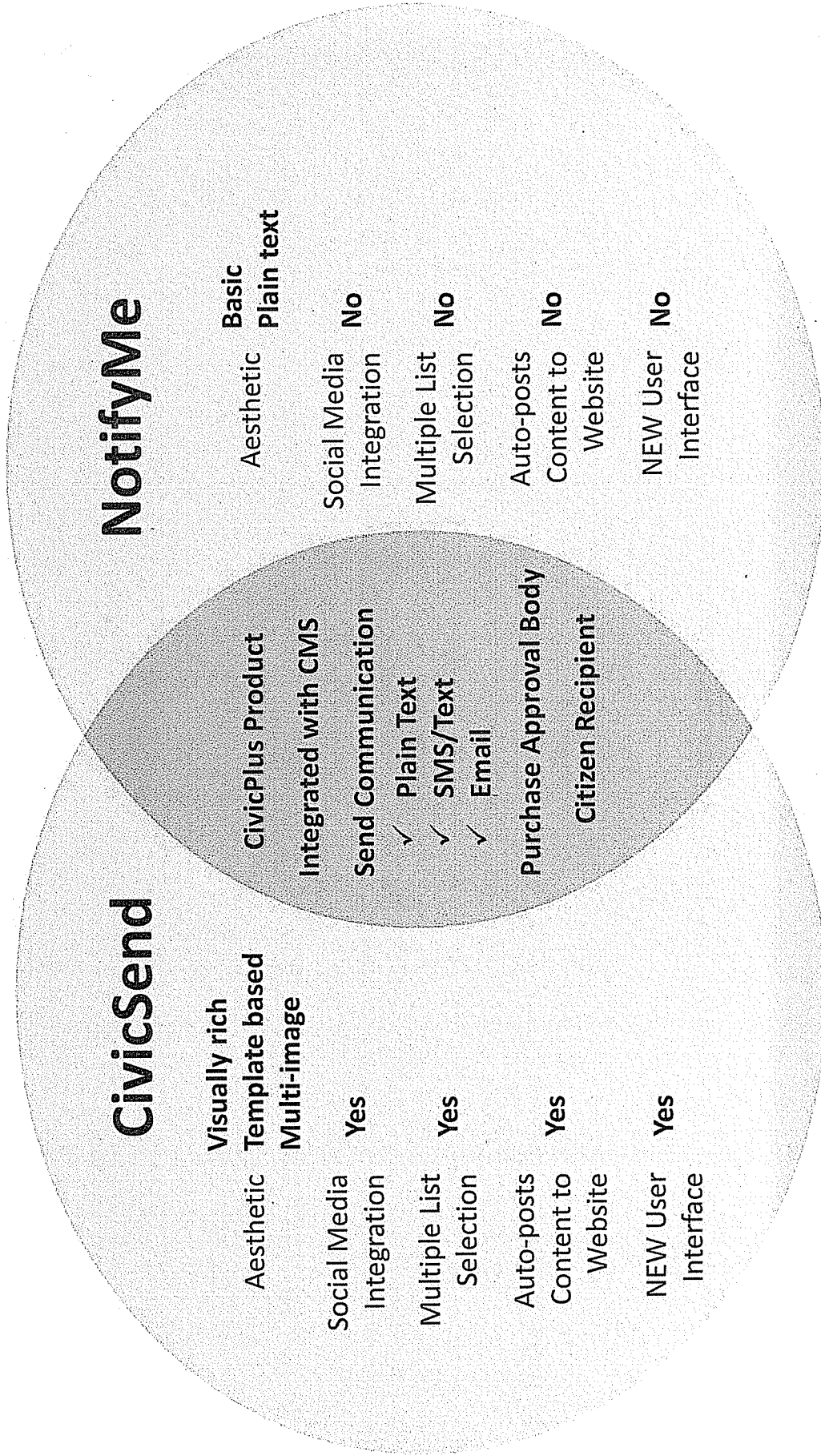
- **Versatile communication tool** – Not just for newsletters
- **Communicates efficiently** – From one interface to multiple channels
- **Robust analytics** – Track and measure response rates
- **Mobile-responsive** – Reach citizens anywhere
- **Autopost to website** – All communication in one centralized location
- **Accesses your GCMS* subscriber lists** – Select one or multiple lists
- **Template-based** – Create attractive, engaging messages
- **Intuitive** – Features a new, easy-to-use CivicPlus interface
- **Value-conscious** – Offers unlimited emails and lists

CivicSend offers all this and more, right from the user-friendly interface of your Government Content Management System™ (GCMS). You can create anything from simple messages to event invitations to multi-image e-newsletters. Our templates make crafting professional-looking messages a snap – no experience necessary.

If using a centralized communication tool to save time, improve efficiency, and increase citizen engagement is important to you, let us show you first-hand what CivicSend can do.

*Government Content Management System

How is CivicSend different than NotifyMe?



CIVICPLUS®
HELPING COMMUNITIES ENGAGE & INTERACT



One customizable app. One user-friendly interface. Endless possibilities.



Product Benefits

Who's Using It?


San Gabriel, CA


Citrus Heights, CA

Brambleton Community Association, VA

Goose Creek, SC

And many others – take a look:

 [Android Mobile Apps](#)

 [Apple Mobile Apps](#)

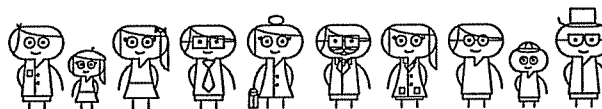
- **Cross-Platform Compatibility** – CivicMobile is designed to look and work great on both Apple® iOS and Android® mobile devices.
- **Fully Integrated** – The CivicMobile app is seamlessly connected directly to your CivicPlus® website; your content will always be in-sync with your app.
- **Custom Design** – Our designers work hard to make sure that no matter what device your citizens are on, your brand identity is instantly recognized.
- **Push Notifications** – Through integration with Notify Me® your citizens are able to receive updates across all of their mobile devices.
- **Custom Content** – CivicMobile allows you to choose the most relevant content for your app.
- **No additional resources** – Once the app is designed and developed, there is no upkeep on your end. Our expert team will make sure it stays up-to-date and follows the ever-changing landscape of mobile apps.

What do you get?

- Choose to include up to 18 modules
- Include up to six web links for easy integration with any mobile-friendly web page
- Link to social media accounts (Facebook®, Twitter®, and YouTube®)
- Choose your own app name

Connect with Us

+ Phone: 888.228.2233
 + Email: info@civicplus.com
 + Web: www.civicplus.com



| | |
|---|-------------|
| Phase 4: Modules & Site Setup | \$ 3,400.00 |
| Phase 5: Content Development | \$ 4,050.00 |
| Phase 6: Test & Review/Establish Future Expectations | \$ 2,210.00 |
| Phase 7: Consulting & Training for your Trainers or Website Administrator On Site Training 3 - Eight Hour Days for up to 10 Employees | \$ 6,200.00 |
| Phase 8: Go Live and Project Review | \$ 1,450.00 |
| Phase 9: Marketing | \$ 250.00 |
| Phase 10: Ongoing Consultation | Included |

~ Migrating all existing content & retouching of published pages to ensure proper formatting, menu structure and application of new site styles

~ Ensure modules are related to feature columns

~ Contact information will be updated for consistency based on site standards and moved to info advanced areas if pages previously utilized right contact formatting

~ Pages content will be edited and moved for usability and consistency

~ Pages will be moved to coordinate with new menu structure and will assist with building out place holder pages

Spelling and broken links will be checked and updated by team where possible and report will be provided to client

3 - Four Hour Days of refresher group phone training for (2) people

CivicSend

Custom Mobile App

TOTAL: \$ 27,270.00

TOTAL: \$40,456.00

| | |
|-------------------------------------|-------------|
| Aquatic Ctr (Dept Head Pkg & Theme) | \$ 4,815.00 |
| Rahr-West (Dept Head Pkg & Theme) | \$ 4,815.00 |
| Zoo (Dept Head Pkg & Theme) | \$ 4,815.00 |

| ANNUAL FEES | |
|--|-------------|
| Annual Support, Maintenance & Hosting Fee (2010) | \$ 4,020.00 |
| Annual Support, Maintenance & Hosting Fee (2016) | \$ 5,284.33 |
| Annual Fee for Website Media Center Storage (2016) | \$ 1,050.00 |

| ANNUAL FEES | |
|--|-------------|
| Annual Support, Maintenance & Hosting Fee (2016) | \$ 5,284.33 |
| Annual Fee for Website Media Center Storage (2016) | \$ 1,050.00 |
| Annual Fee for CivicSend | \$ 995.00 |
| Annual Fee for Custom Mobile App | \$ 1,950.00 |